

SUSTAINABLE DESIGN: A FURNITURE FOCUSED APPROACH

Sustainable Design, Design Methods, Design Tools, Furniture Industry, Product Life Cycle

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The research project presented in this paper intends to develop tools that product designers can use in their work in order to enable a more sustainable outcome. The project is based on the principle that sustainable design is the next step for ecodesign, because, besides the economic and ecologic values, it includes all aspects related with sustainable development, and aims to turn this principle into a more practical and workable subject.

Based on the conclusions of several authors that principles, strategies and tools have a best performance when oriented to a specific kind of product, the project focuses its approach on a specific sector: domestic wood furniture.

This paper presents the state of the art of the overlap in product design methods, ecodesign tools, furniture products life cycle information and sustainability. Furthermore, this paper will also discuss the possibility of reaching a sustainable design practice in this sector through a focused approach.

ECODESIGN TOOLS FOR BRAZILIAN DESIGNERS

Ecodesign, Tools For Ecodesign, Brazilian Designers, Design for Sustainability, Environmental Information

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This article discusses Brazilian designers' perceptions about Ecodesign, how and where they search for environmental information, the difficulties they face when try to apply Ecodesign strategies and how an Ecodesign tool should be formatted to be useful for them. Many Brazilian designers understand their responsibilities on the environmental crisis, but still creating high impact products, because they don't know how to make green ones. When they find environmental information, they don't feel capable to apply it on their projects, because usually it is presented under an incompressible or inadequate configuration for them. A research was carried out, interviewing designers from diverse states of the country, using a qualitative, exploratory and descriptive methodology, to identify how an Ecodesign tool should be formatted in order to be useful for Brazilian designers. After this research, an Ecodesign tool adequate to Brazilian designers has been developed at Delft University of Technology.

COMMUNICATING SUSTAINABILITY

Communication Design, Consumer Behaviour, Ethical Consumerism, Sustainability

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SUSTENTA DESIGN

Living on planet earth is a growing challenge, with new limits, boundaries and frailties. Governments and companies must be prepared to face real commitments, rather than new marketing strategies. Above all, it is generally agreed that the individual plays a central role in this quest. The reason for this is very simple: businesses will adapt and be shaped by consumer demands, and a more proactive consumer attitude to sustainability will stimulate politicians to change their policies

As well as in other fields of design, Communication designers must take responsibility for working towards a sustainable development. Nowadays we see almost anywhere and everywhere, messages asking us to reduce water consumption, switch to energy-saving light bulbs, or re-

cycle waste. A part from the fact that there are so many appeals, and so random, if a common person would pursuit then all, would at least find it time consuming, and most probably a empty marketing promises of some brand, and therefore give it very little credit.

This research aims to find in modern psychology, sociology and anthropology, arguments that will empower people to embrace more ethical choices and sustainable lifestyles. Within this perspective, the research presented in this paper is from an ongoing PhD, which aims within Communication Design to define, goals and guidelines for a Sustainable Communication Design practice. By undertaking this research it is hoped to reveal what motivation will empower people, and also to define the most effective techniques, materials and tools, in order to convey sustainability messages.

THE ECOLOGICAL DISCOURSE OF THE AUTOMOBILE SECTOR

Graphic Design, Advertising, Automobile Sector, Sustainable

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The recognition of the consumption as a factor of environmental degradation has been redesigning the political and economic maps of the society. Such recognition intervenes in some economic sectors due to the creation of both environmental and industrial politics with the adoption of taxes. The global warming, one of the wide extension environmental problems that is directly linked to consumption behaviors, according to scientific community, is related to pollutants in the atmosphere attributed to the greenhouse effect. Within the greenhouse emissions 80% are attributed to emissions of CO₂, in the atmosphere, are caused by of human beings activities such as the burning of fuel fossil. A substantial reduction of those gases emissions becomes necessary so that the impacts of the climatic changes continue in acceptable levels (EEA, 2008:147).

Thus, the environmental issue led to some changes in the business activities. With the purpose of breaking the paradigm of industrial development as enemy of the environment, the companies see themselves pressured to produce more products with less costs and environmental depletion. In the 80's, the companies began to invest in new techniques and/or technologies and to consider the environmental issue in their strategies of production, creating thus, a new industrial paradigm (LEMOS; NASCIMENTO, 1998). According to Layrargues (1998: 208), the business world took over the environment issue without deeply transforming their production practices. The environment issue was adopted for purely economic reasons, to reach a market for certain products recognized as environmental friendly.

In this context, many communicators have not yet been aware of the serious global situation and the humans' life conditions, they are divulging the actions and products of the companies whose aim is to increase the profitability intersperses, being created to auto-sustain the exceed standards of production and consumption. These professionals are not concerned about the behaviors' change of quality life through the reorganization of the contact between the human being and his environment.

Besides the reflection about the role of the professional communicators, as designers and advertising executives, the present study analyzes the coverage of the ecological issue and wishes people to understand how a correct approach should be to insure a social and an ecological corporative image. This analysis aims only the printing advertising of the automobile sector. Print media and the automobile sector are the areas that get the most advertising investments, since the automobile is the object of consume that causes a lot of environmental impacts, mainly when it is being used (CO₂ emissions) when the energy consumption is extremely pollutant. Besides, it is one of the sectors that more invests in advertising (Obercom, 2008).